EXHIBIT B

US 11403932 B2 Verna
vs
BlackBoard Connect

U.S. Patent No. 11,403,932

US11403932B2
United States

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Inventor: Anthony Verna, Luis M. Ortiz, Kermit D. Lopez

Current Assignee : Verna IP Holdings LLC

Worldwide applications

Application US16/985,041 events ⑦

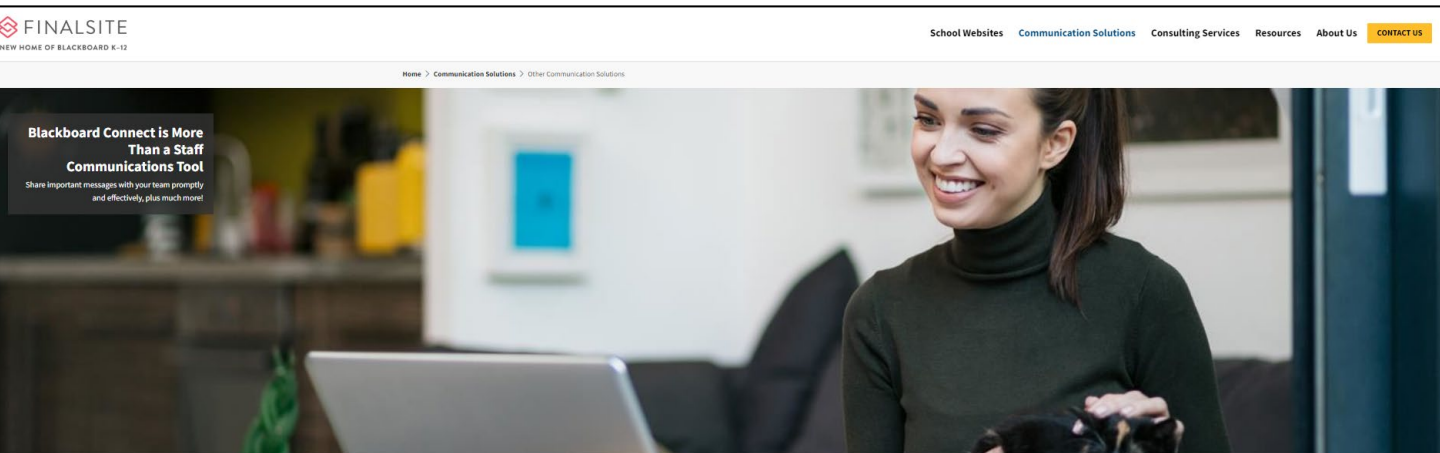|	
2011-05-24 •	Priority to US201161489621P
2011-12-13 ∘	Priority to US13/324,118
2012-01-30 ∘	Priority to US13/361,409
2015-02-27 ∘	Priority to US14/633,709
2016-08-01 ∘	Priority to US15/224,930
2017-11-27 ∘	Priority to US15/822,600
2019-04-01 ∘	Priority to US16/371,595
2020-08-04 •	Application filed by Verna IP Holdings LLC
2020-08-04 ∘	Priority to US16/985,041
2021-01-21 •	Publication of US20210020014A1
2022-08-02 •	Application granted
2022-08-02 •	Publication of US11403932B2
Status	• Active
2032-06-18 •	Adjusted expiration

Claims priority from a provisional application   5/24/2011

Total patent Term Adjustments: 188 days
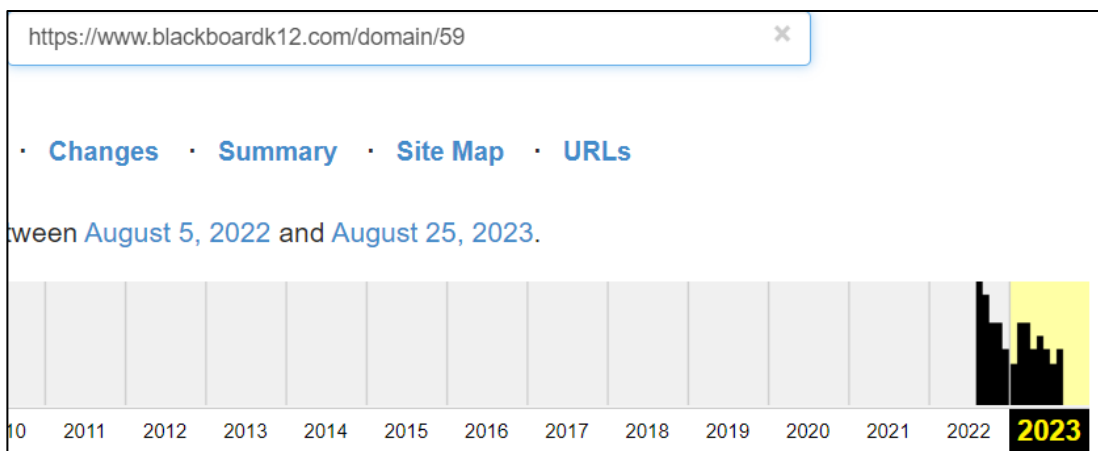
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Related Products

- The following chart is based on the review of BlackBoard 's Web Site.

Blackboard Connect

A seamless, rapid and reliable solution for communication. With Blackboard Connect, you'll leverage your notification system to optimize community engagement. Speed, capacity and reliability will be at your fingertips. The result? Better communication. And that's the first step in making sure your constituents feel they're a vital part of your community.

https://www.blackboardk12.com/domain/59

https://web.archive.org/web/20230000000000*/https://www.blackboardk12.com/domain/59

3

US 11,403,932 Claim 1

1. A method for providing instant emergency voice alerts to wireless hand held device users in a specified region, the method comprising:

determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;

generating and converting a text message indicative of the emergency situation into a digitized voice alert; and
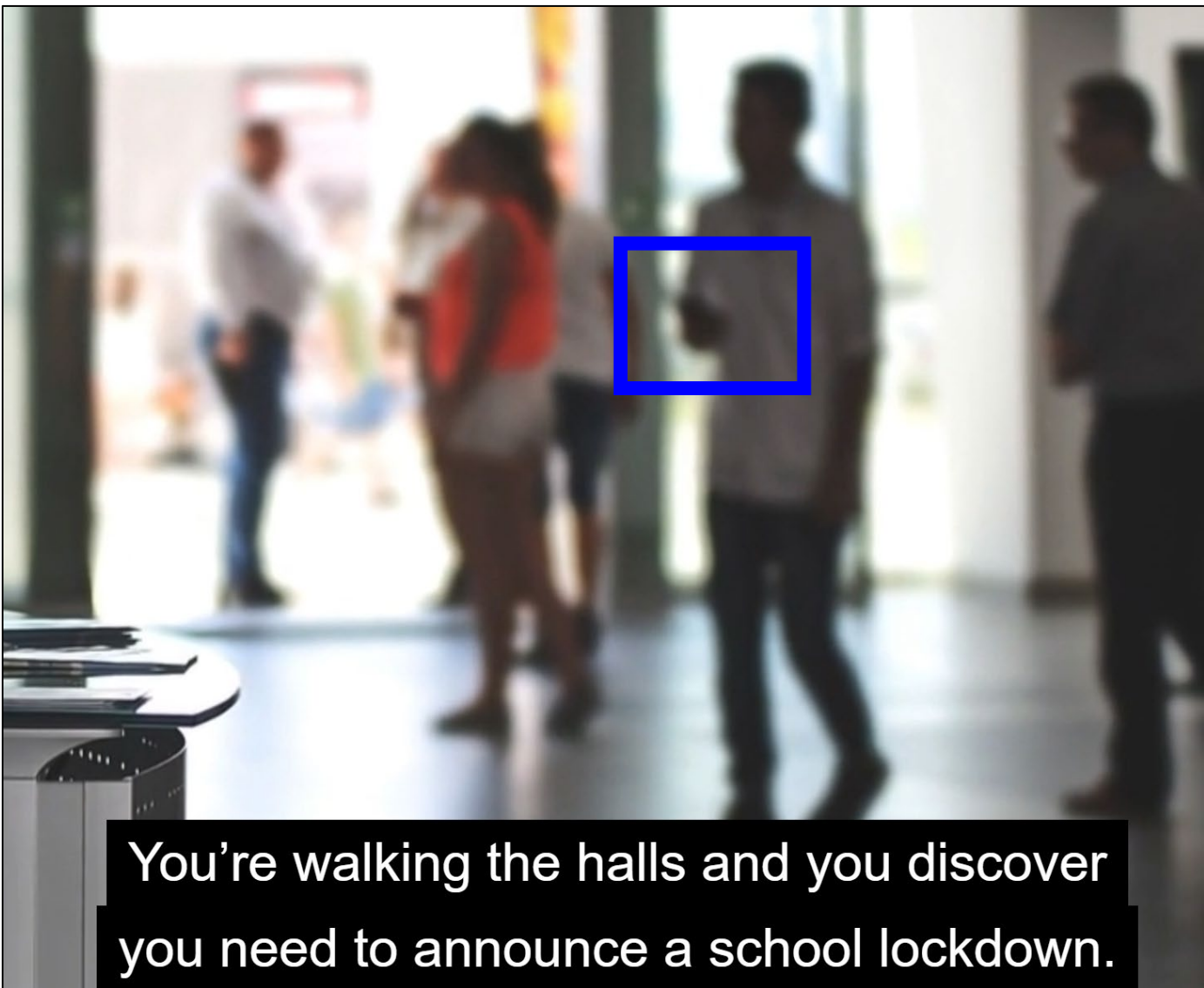
converting the digitized voice alert into at least one language selected from a plurality of languages for broadcast of the digitized voice alert through the at least one wireless hand held device; and

transmitting the digitized voice alert through specific towers of a cellular communications network in the specified region for distribution of an emergency announcement about the emergency situation provided by the digitized voice alert to at least one wireless hand held device in communication with the specific towers of the cellular communications network in the specified region.

US 11,403,932 Claim 1

| 1. A method for providing instant emergency voice alerts to wireless hand held device users in a specified region, the method comprising: | BlackBoard Connect's Mass Notification system "**school lockdown**" such as "**Voice alerts**" to wireless hand held device users, for example their "cell phone" in a specified region such as "**school**". |

You're walking the halls and you discover you need to announce a school lockdown.
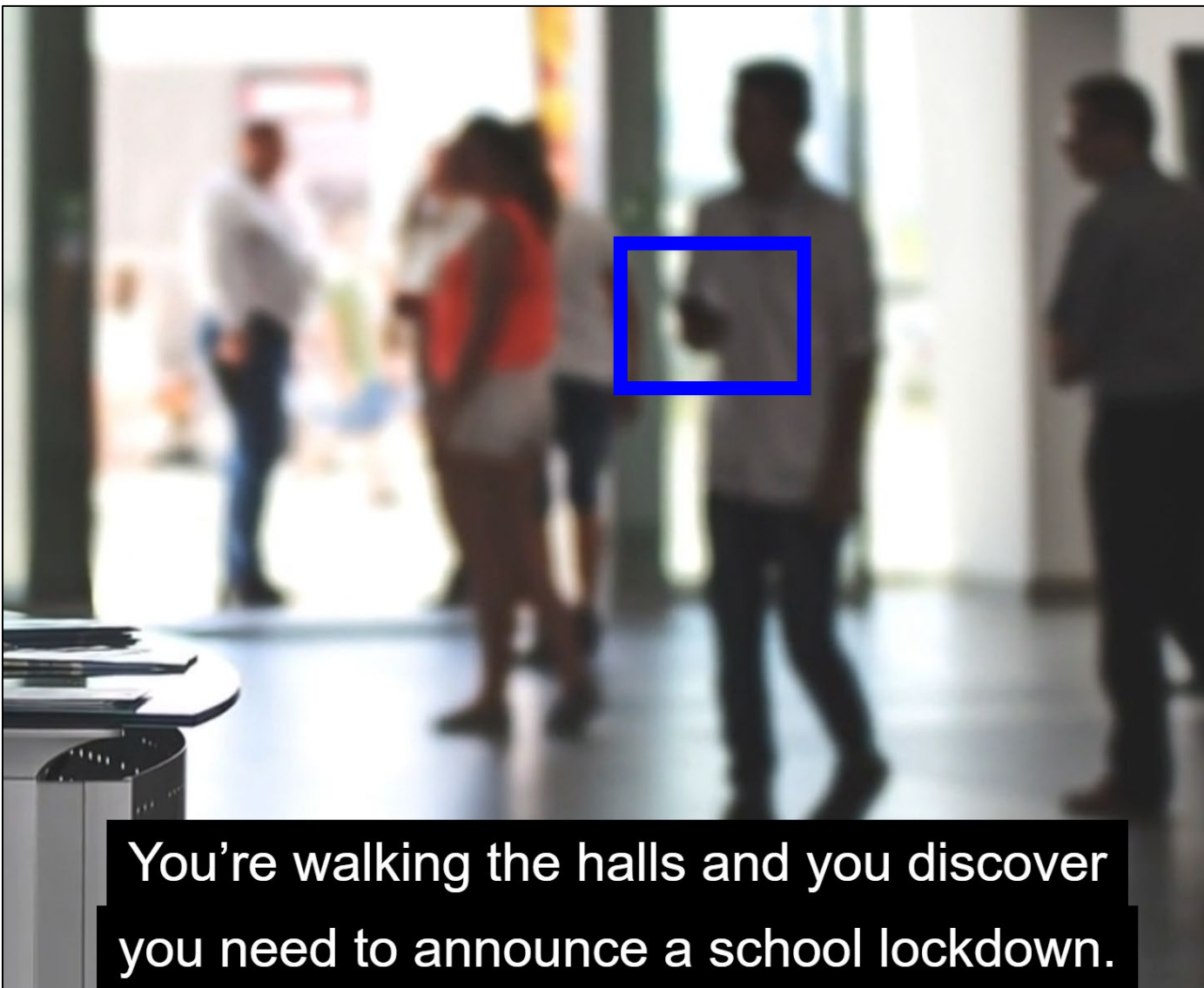
https://vimeo.com/266488870

US 11,403,932 Claim 1

determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;

BlackBoard Connect's Mass Notification system "**school lockdown**" requiring emergency notification "messages can be sent quickly to voice", of the emergency situation to wireless hand held device users affected in a specified region, such as sending "**to a school**".

You're walking the halls and you discover you need to announce a school lockdown.

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US 11,403,932 Claim 1

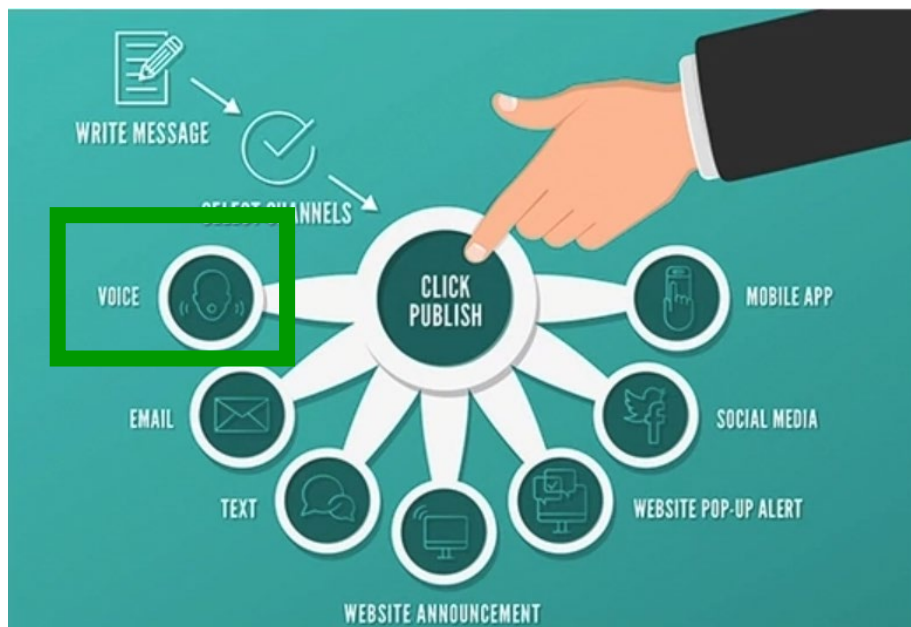|	
determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;	BlackBoard Connect's Mass Notification system, such as a **school lockdown,** provides emergency notification of the emergency situation to wireless hand held device users affected in a specified region, such as a "targeted group" **a school**.

Create once, publish everywhere

The create once, publish everywhere (COPE) movement is breathing life into outdated and clunky communication practices across K-12 districts. By using Blackboard Mass Notifications you can write a message once, select preferred communication methods, and publish across your desired channels—saving time, creating consistency, and building capacity.

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Target your messaging.

Designed for broad messages or targeted groups, you can send urgent alerts as well as carefully curated messaging. Send a single notification or send a single message to thousands. With recipient-specific information, you'll be able to customize what your recipients read.

WRITE MESSAGE
SELECT CHANNELS
VOICE
CLICK PUBLISH
MOBILE APP
EMAIL
SOCIAL MEDIA
TEXT
WEBSITE POP-UP ALERT
WEBSITE ANNOUNCEMENT

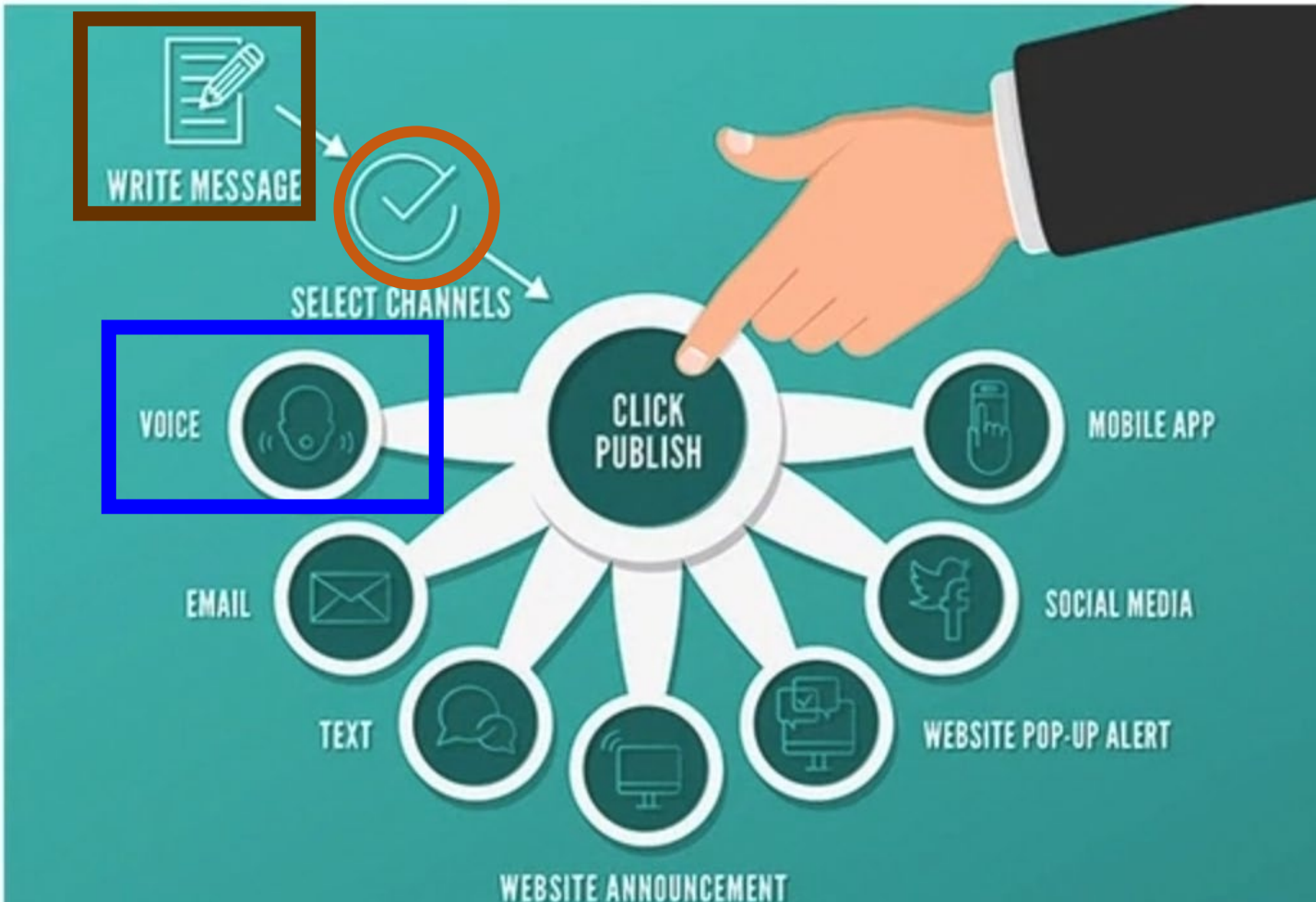https://www.blackboardk12.com/domain/59

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US 11,403,932 Claim 1

generating and converting a text message indicative of the emergency situation into a digitized voice alert; and

BlackBoard Connect's Mass Notification system can **generate and convert a text message indicative of the emergency situation into a digitized voice alert to allow the message to be received on the user's Mobile device.**
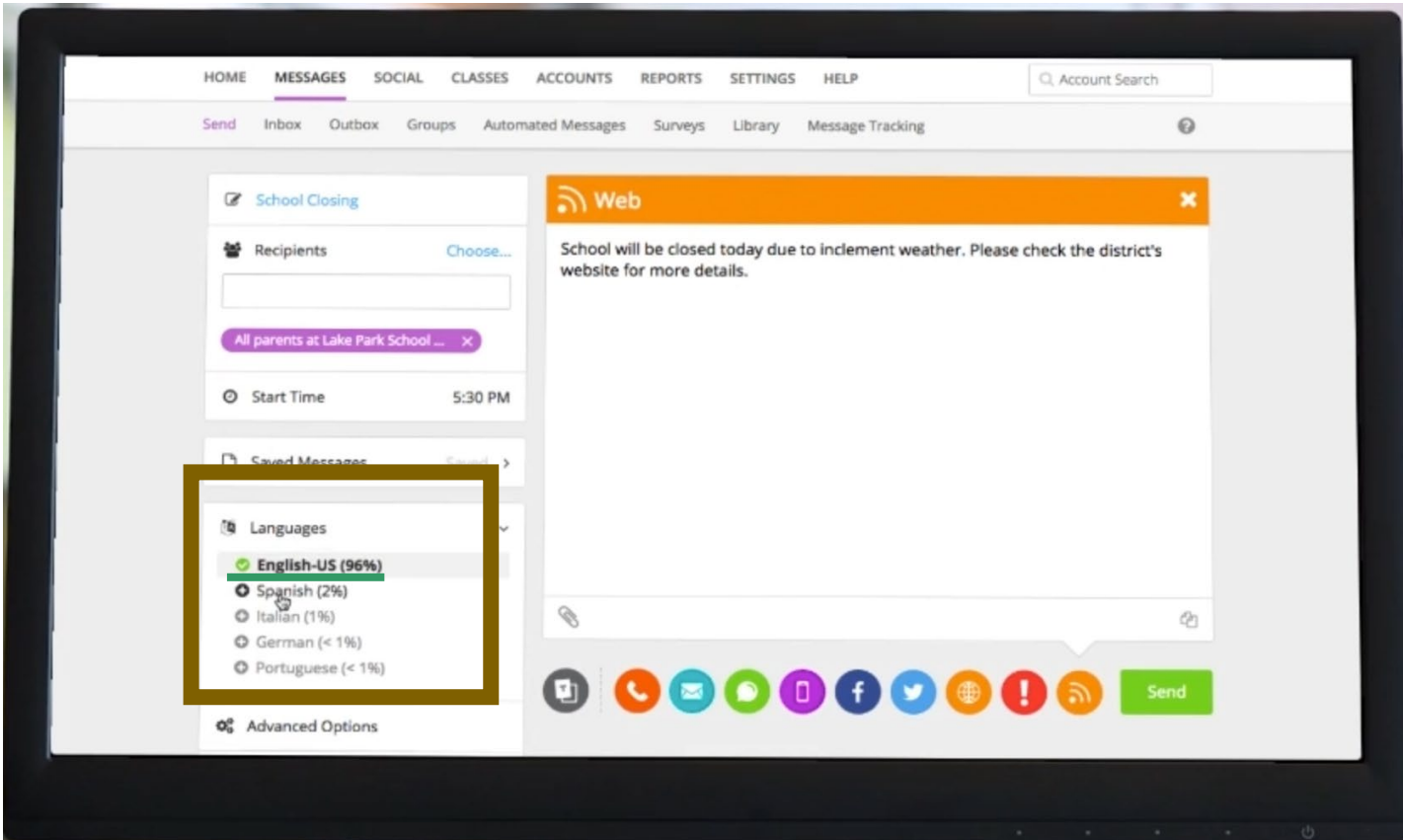

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10

US 11,403,932 Claim 1

converting the digitized voice alert into at least one language selected from a plurality of languages for broadcast of the digitized voice alert through the at least one wireless hand held device; and

BlackBoard Connect's Mass Notification system can convert the digitized voice alert into at least one language "**English**" selected from a plurality of languages **"English, Spanish, etc etc"** for broadcast of the digitized voice alert through the at least one wireless hand held device; and

Provide automated translations to over 100 languages

https://vimeo.com/266488870

US 11,403,932 Claim 1

transmitting the digitized voice alert through specific towers of a cellular communications network in the specified region for distribution of an emergency announcement about the emergency situation provided by the digitized voice alert to at least one wireless hand held device in communication with the specific towers of the cellular communications network in the specified region.

BlackBoard Connect's Mass Notification system transmits the digitized voice alert "broad messages" through specific towers of a cellular communications network to a specified region" target your message to targeted groups". **BlackBoard would have to transmit the notification though specific cell towers to reach a targeted group.**

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https://www.blackboardk12.com/domain/59

US 11,403,932 Claim 18

18. A method for providing instant emergency voice alerts to wireless hand held device users in a specified region, the method comprising:

determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;
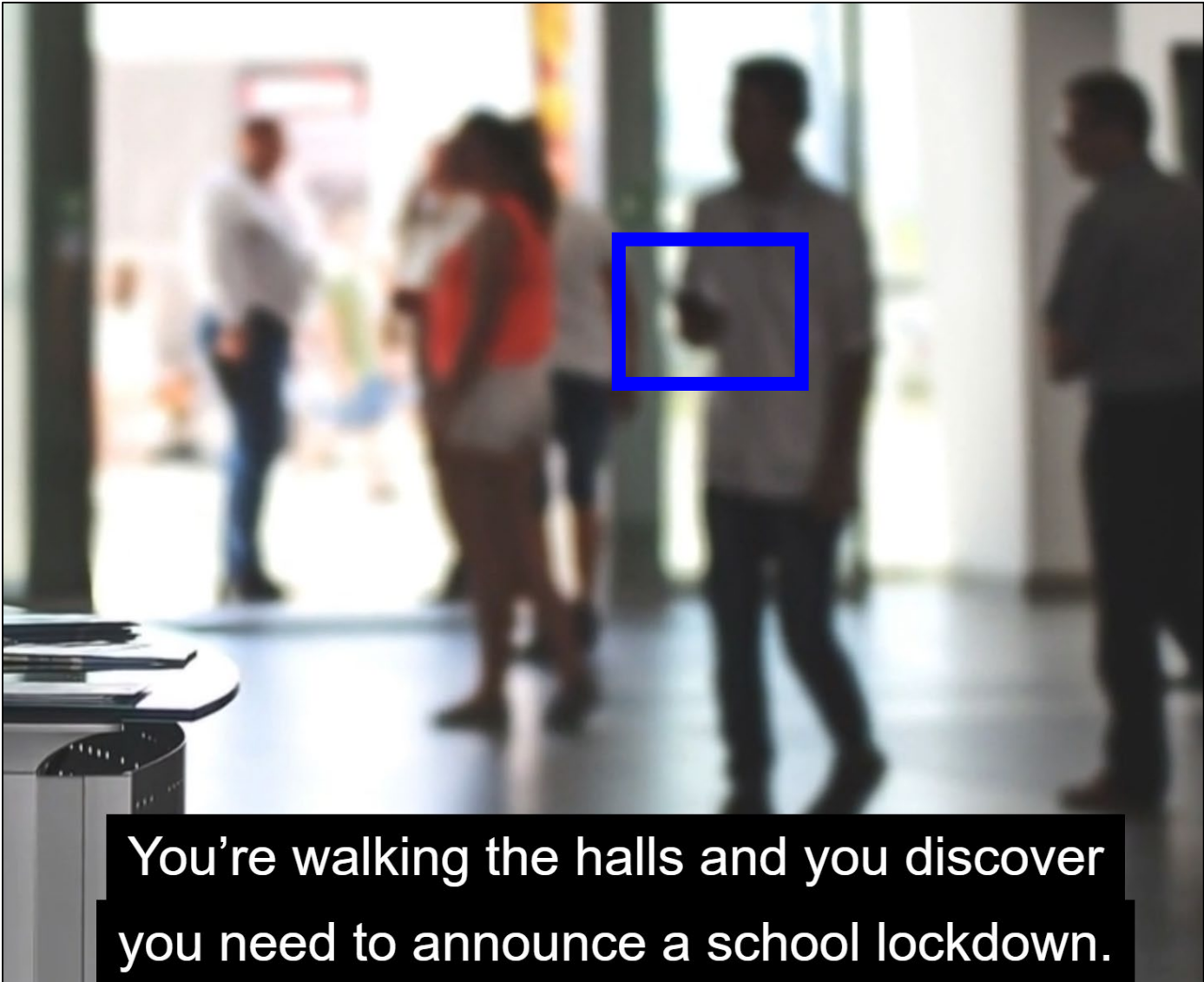
generating and converting a text message indicative of the emergency situation into a digitized voice alert; and

transmitting the digitized voice alert through specific towers of a cellular communications network in the specified region for distribution of an emergency announcement about the emergency situation provided by the digitized voice alert to at least one wireless hand held device in communication with the specific towers of the cellular communications network in the specified region.

US 11,403,932 Claim 18

18. A method for providing instant emergency voice alerts to wireless hand held device users in a specified region, the method comprising:	BlackBoard Connect's Mass Notification system "**school lockdown**" such as "**Voice alerts**" to wireless hand held device users, for example their "cell phone" in a specified region such as "**school**".

You're walking the halls and you discover you need to announce a school lockdown.
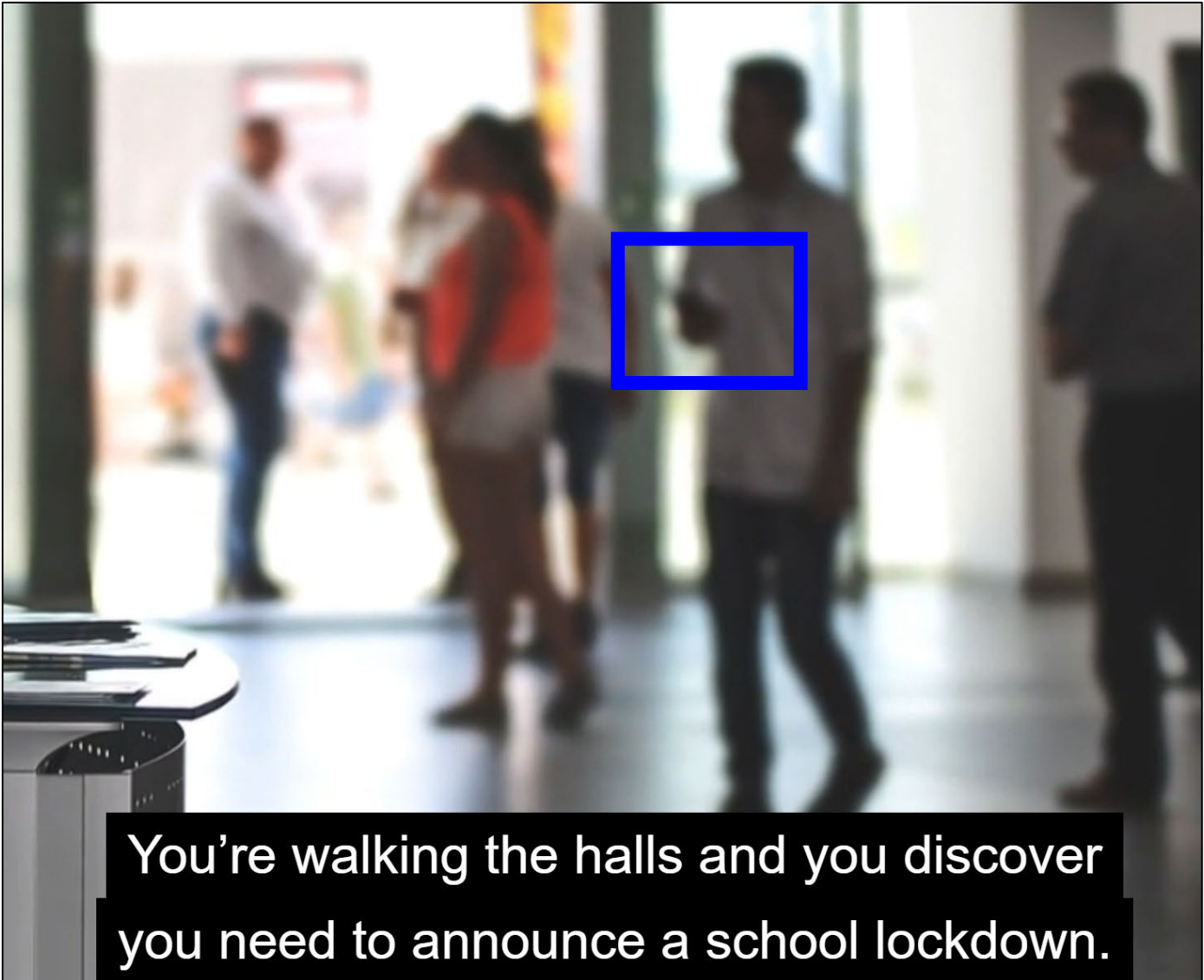
https://vimeo.com/266488870

6

US 11,403,932 Claim 18

determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;

BlackBoard Connect's Mass Notification system "**school lockdown**" requiring emergency notification "messages can be sent quickly to voice", of the emergency situation to wireless hand held device users affected in a specified region, such as sending "**to a school**".

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https://vimeo.com/266488870

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US 11,403,932 Claim 18

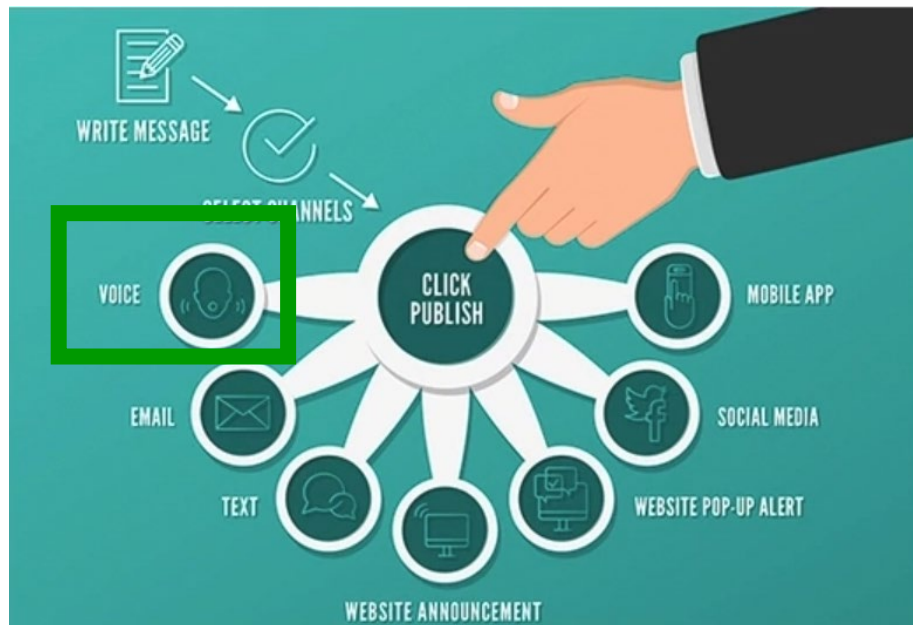|	
determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;	BlackBoard Connect's Mass Notification system, such as a **school lockdown,** provides emergency notification of the emergency situation to wireless hand held device users affected in a specified region, such as a "targeted group" **a school**.

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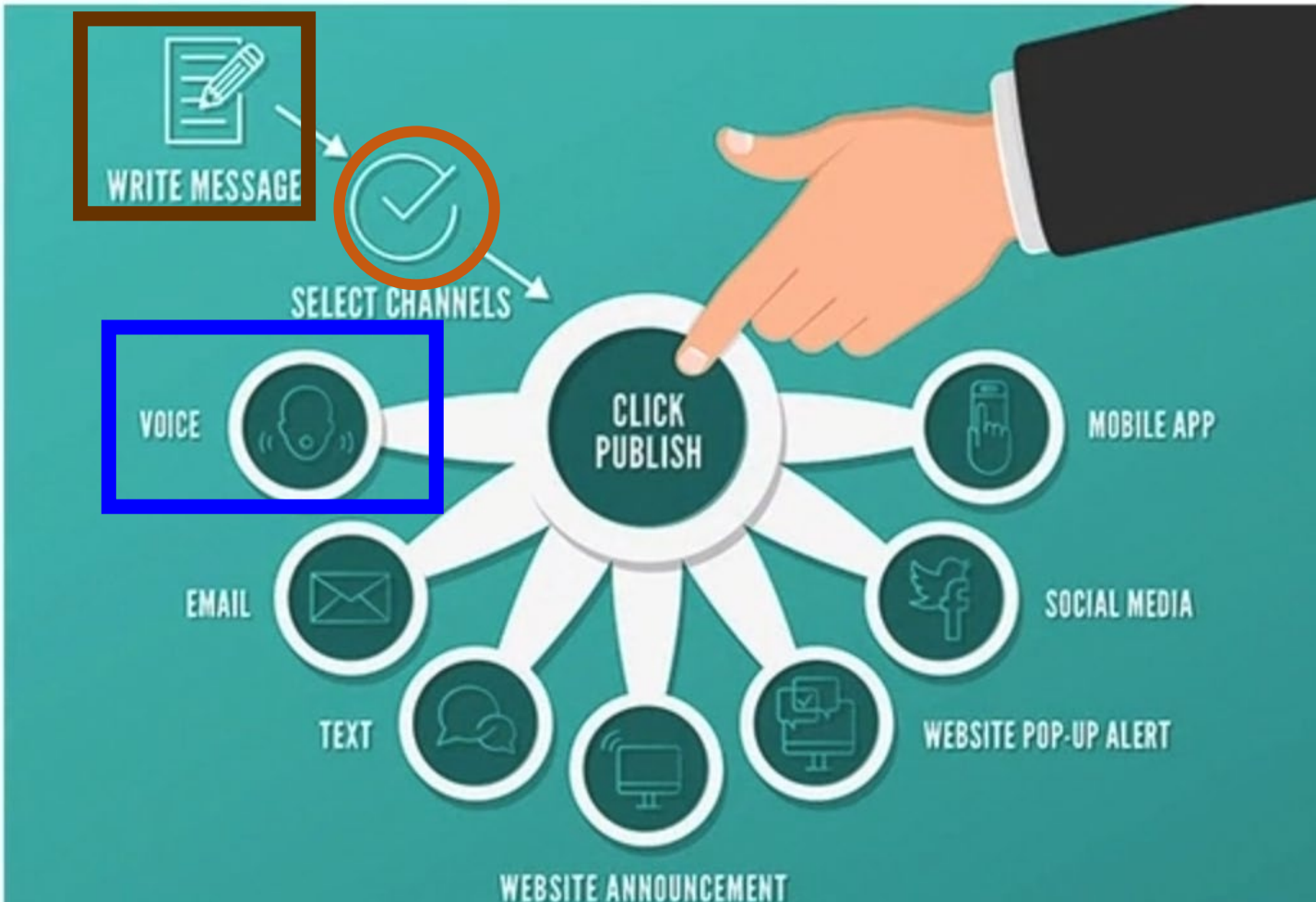https://www.blackboardk12.com/domain/59

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US 11,403,932 Claim 18

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https://vimeo.com/266488870

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US 11,403,932 Claim 18

transmitting the digitized voice alert through specific towers of a cellular communications network in the specified region for distribution of an emergency announcement about the emergency situation provided by the digitized voice alert to at least one wireless hand held device in communication with the specific towers of the cellular communications network in the specified region.

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